

## ORDER



Fox 30 JAX

**Orders**  
**Order / Rev:** 54455  
**Alt Order #:** 09812568  
**Product Desc:** ROMNEY FOR PRESIDENT  
**Estimate:** 56  
**Flight Dates:** 09/07/12 - 09/10/12  
**Original Date / Rev:** 09/06/12 / 09/06/12  
**Order Type:** CIA - O

**Primary AE:** Millennium Washington DC  
**Sales Office:** MNAT  
**Sales Region:** National

**Agency**  
**Name:** American Rambler Pro  
**Buying Contact:**  
**Billing Contact:**  
 138 Conant St.  
 Beverly, MA 01915

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Romney/R/President  
**Demographic:** A35+  
**Product Codes:** Presidential Elections  
**Priority:** P-3  
**Revenue Codes:** AGY, POL-CAND, GEN

**New Business Thru:**  
**Order Separation:** 00:00:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/10/12	17	\$2,970.00	\$2,524.50

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	17	\$2,970.00	\$2,524.50	0.00
<b>Totals</b>	<b>17</b>	<b>\$2,970.00</b>	<b>\$2,524.50</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

## Order Share

Order Share	Share	Total
Fox 30 JAX	3%	\$2,970.00
Market	100%	\$99,000.00

## Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
EAWS	0%	\$0.00
ETEV	0%	\$0.00
UNKWN	0%	\$0.00
WCWJ	0%	\$0.00
WJXT	29%	\$28,710.00
WJXX	12%	\$11,880.00
WTEV	39%	\$38,610.00
WTLV	17%	\$16,830.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WAWS	09/07/12	09/07/12	M-F 10p-1030p	CM	10:00 PM-10:30 PM	----F--	:30	2	\$280.00	P-3	0.00	NM	2	\$560.00
				M-F 10p-1030p											
	NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/03/12	09/09/12	----F--		2				\$280.00		0.00			
E 2	WAWS	09/10/12	09/10/12	M-F 10p-1030p	CM	10:00 PM-10:30 PM	-----	:30	2	\$280.00	P-3	0.00	NM	2	\$560.00
				M-F 10p-1030p											
	NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/10/12	09/16/12	M-----		2				\$280.00		0.00			

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Advertiser: Romney/R/President  
Product Desc: ROMNEY FOR PRESIDENT  
Estimate: 56

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	WAWS	09/10/12	09/10/12	M-F 10p-1030p M-F 10p-1030p NEWS	CM	10:00 PM-10:30 PIM	-----	:30	2	\$280.00	P-3	0.00	NM	2	\$560.00
E 3	WAWS	09/07/12	09/07/12	M-F 1030p-11p M-F 1030p-11p NEWS	CM	10:30 PM-11:00 PI	----F--	:30	2	\$150.00	P-3	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
	Week:	09/03/12	09/09/12	----F--	2	\$150.00	0.00								
E 4	WAWS	09/10/12	09/10/12	M-F 1030p-11p M-F 1030p-11p NEWS	CM	10:30 PM-11:00 PIM	-----	:30	2	\$150.00	P-3	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
	Week:	09/10/12	09/16/12	M-----	2	\$150.00	0.00								
E 5	WAWS	09/10/12	09/10/12	M-F 11p-1130p Two And A Half Men 2.5 MEN	CM	11:00 PM-11:30 PIM	-----	:30	2	\$100.00	P-3	0.00	NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
	Week:	09/10/12	09/16/12	M-----	2	\$100.00	0.00								
E 6	WAWS	09/07/12	09/07/12	M-F 11p-1130p Two And A Half Men 2.5 MEN	CM	11:00 PM-11:30 PI	----F--	:30	2	\$100.00	P-3	0.00	NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
	Week:	09/03/12	09/09/12	----F--	2	\$100.00	0.00								
E 7	WAWS	09/09/12	09/09/12	Su 11a-12p FOX News Sunday FOX NEWS SUNDAY	CM	11:00 AM-12:00 PI	-----S	:30	2	\$70.00	P-3	0.00	NM	2	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
	Week:	09/03/12	09/09/12	-----S	2	\$70.00	0.00								
E 8	WAWS	09/09/12	09/09/12	Sa-Su 10p-1030p Sa-Su 10p-1030p NEWS	CM	10:00 PM-10:30 PI	-----S	:30	2	\$280.00	P-3	0.00	NM	2	\$560.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
	Week:	09/03/12	09/09/12	-----S	2	\$280.00	0.00								
E 9	WAWS	09/09/12	09/09/12	Sa-Su 1030p-11p Action Sports 360 NEWS	CM	10:30 PM-11:00 PI	-----S	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
	Week:	09/03/12	09/09/12	-----S	1	\$150.00	0.00								
Totals													17	\$2,970.00	